

Naval Inspector General



Washington Navy Yard, DC



Conscience of the Navy...Making a Difference!



Naval Inspector General

Conscience of the Navy...Making a Difference

Focus Group Development



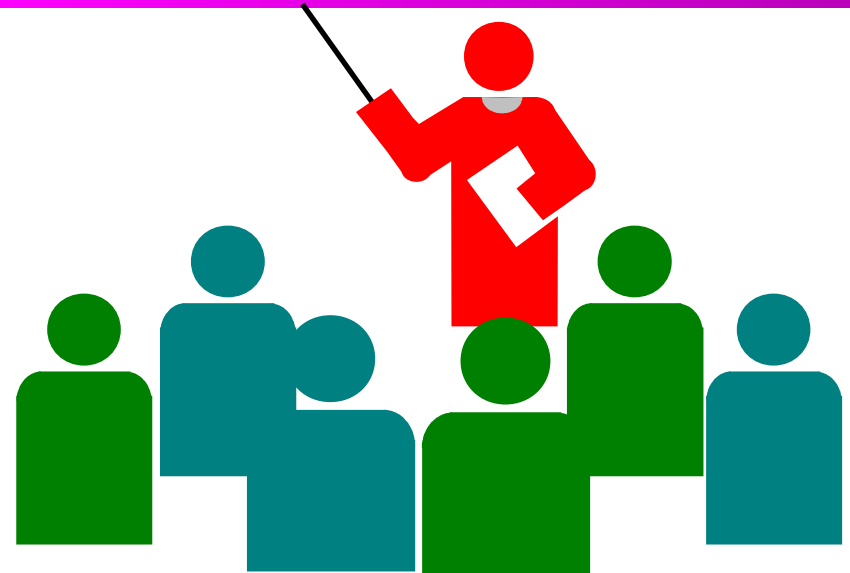
Overview

- Setup
- Facilitator
- Opening / Icebreaker / Warm-up
- Discussion Topics
- Group Roadblocks



Setup

- Seating (20 or less)
 - Circle
 - Horseshoe
- Time
 - 60 min. sessions
 - 30 min. sessions
- Note takers
 - Seated behind group members
 - Record responses on summary sheets
 - Observes non-verbal communications





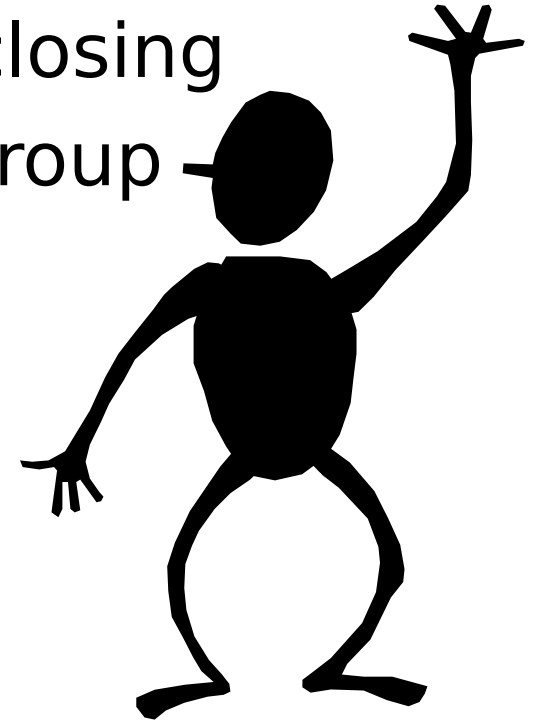
Facilitator

- General Knowledge of Topics (essential)
 - Provides better control and guidance
 - Non-judgmental
 - Lack of personal agendas
 - Perception sponge



Facilitator (CONT.)

- Directs discussion primarily while seated
 - Group feels more relaxed
 - Stand during opening and closing
 - Stand to regain control of group
- Appearance
 - Proper uniform
 - Proper civilian attire
 - Professionalism





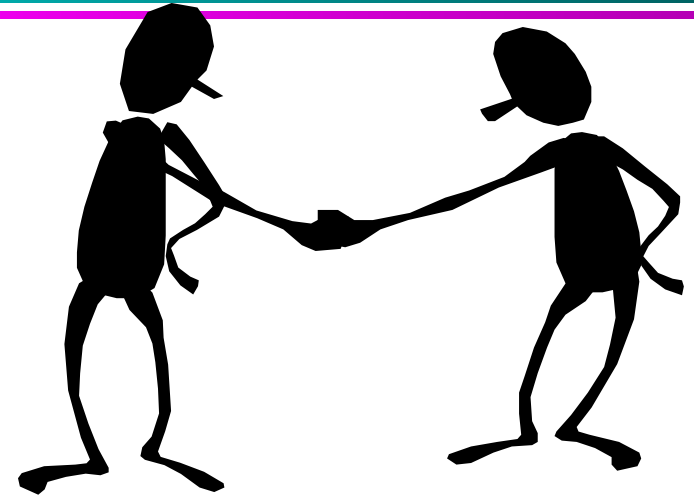
Opening

- Who are you?
- Who are the note takers?
- Why are we here?
- What happens to what we tell you?
- Requests: Brevity, Sincerity, Courtesy
- Icebreaker / Warm-up
 - Query general perception
 - Scale 1-10
 - 1-3 best things



Focus Group Discussion Topics

- Job Assignments
- Quality of Life / Service
- Training
- Recognition / Awards
- Performance Review / Evaluations
- Internal Communication
- CMEO / EEO





Focus Group Discussion Topic (CONT.)

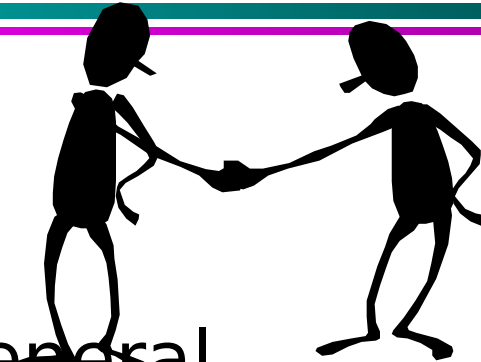
- Job Assignments
 - Collateral duties
 - Shift work
 - Special projects
- Training
 - Awareness of training opportunities
 - Access to needed training
- Recognition / Awards
- Performance Review / Evaluations



Focus Group Discussion Topic (CONT.)

- Internal Communication

- How well informed are you on general organizational activities?
- Is communication flow better / top down or bottom / up
- How well are you provided information needed for efficient task completion?





Focus Group Discussion Topic (CONT.)

- CMEO / Equal Employment Opportunity
 - Counseling availability
 - Program awareness / involvement
 - Complaint process
 - Command Climate
 - Definition
 - Scale [worst (1) - best (10)]



Closing

- Closing
 - Query: If you were the CNO / CO for a day, what would you change for the improvement of your coworkers?
- Thank-you
- Available for further assistance



Group Road Blocks

- Quiet member - Nothing to say
 - Look for non-verbals
- Gatekeeper - ask for their point of view on what was said by a shipmate



Group Road Blocks (CONT.)

- Talkative member-wants to monopolize session
 - Direct questions to others
 - Ask for response from non-participants
 - Their responses or no responses
 - Ask member to respect other shipmates participation in session
 - Remain calm and professional
 - “Politely” inform member you are available after session for further discussion



Summary

- Setup
- Facilitator
- Opening / Icebreaker / Warm-up
- Discussion Topics
- Group Road Blocks



Naval Inspector General

Questions??



Focus Group Development

Focus Group Exercise